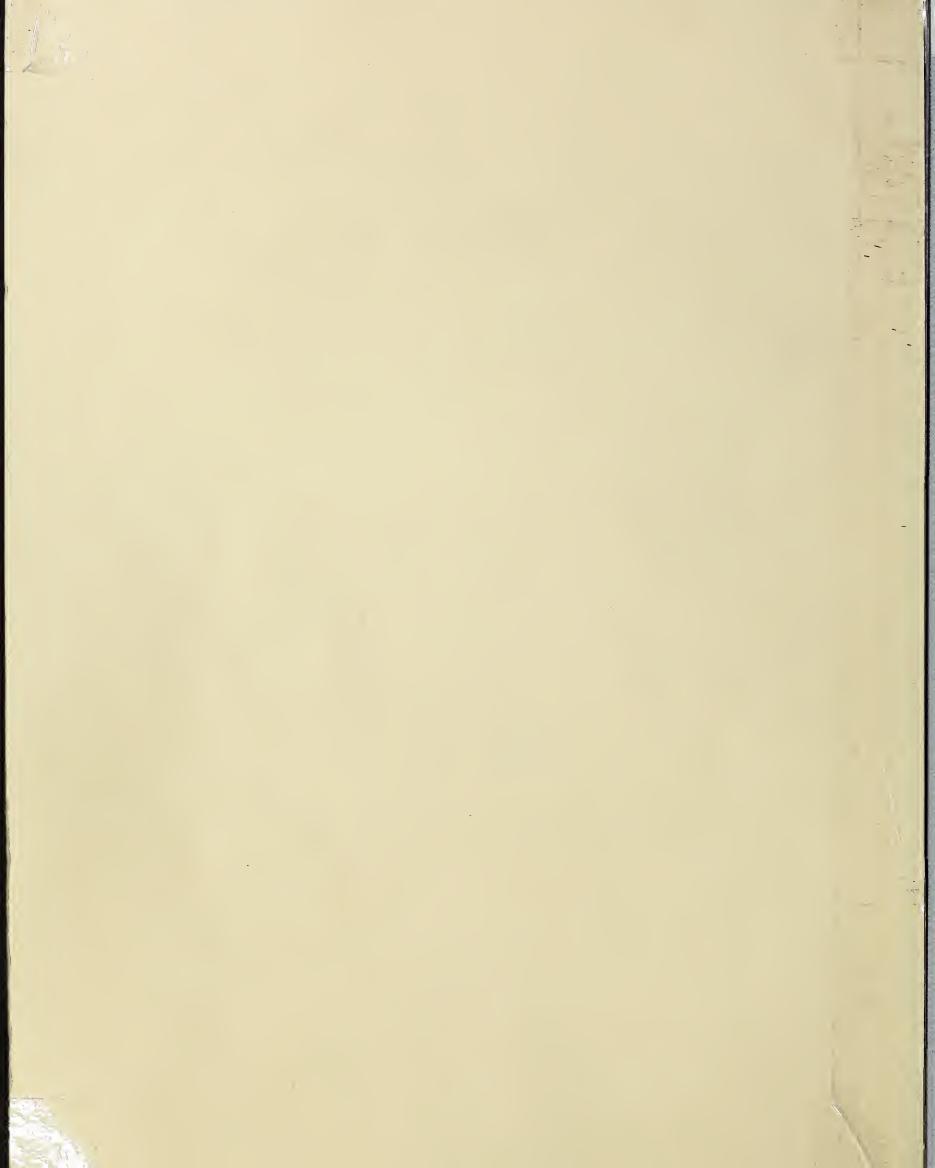
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.





A What, Why, and How Handbook for Working To End Hunger in Your Community

United States Department of Agriculture Food and Nutrition Service January 2000 FNS-315



United States Department of Agriculture Food and Nutrition Service December 1999 FNS-315

The United States Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital or family status. (Not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964 (voice or TDD). USDA is an equal opportunity provider and employer.

Contents

Welcome	4
Chapter 1: So You Want To Fight Hunger: How To Use This Handbook	5
Chapter 2: What They Do and Why They Need You: USDA's Food and Nutrition Programs	6
Chapter 3: Filling the Hunger Gaps: All Kinds of Projects for All Kinds of People	11
WHAT: "Adopt" an Elderly Person or Shut-In WHAT: Hold a Food Drive	14
WHAT: Hold a 5-Mile Walkathon WHAT: Organize a Gleaning Event	20
WHAT: Grow a Community Garden	
Chapter 4: What Next? Putting It All Together	27
Chapter 5: Resources	
Media Plan The Emergen Good Samaritan Act. Summarized	
The Emerson Good Samaritan Act, Summarized	

Special Note

This document has been prepared to be Internet friendly. It has been designed with a minimum of graphics and formatting so that additional copies may be downloaded from USDA's web site as easily as possible.

Welcome

s Secretary of Agriculture, I've been troubled by the fact that although we live in the most prosperous nation in the world, there is hunger amid plenty. And while USDA's nutrition assistance programs—food stamps, WIC, school lunch and breakfast, and food distribution—play a major role in combating the problem of hunger in America, wiping out hunger is something the government cannot do alone. Everyone, including you, can and should play a role.

That is why USDA created the Community Food Security Initiative. This initiative creates and expands grassroots partnerships that build local food security systems and reduce hunger. We are bringing together citizens, States, municipalities, tribes, nonprofit groups, and the private sector. These partnerships are building on the best practices of existing efforts to catalyze new community commitments to fight hunger. By helping communities help themselves at the local level, we can help weed out hunger.

That is what this handbook is all about. It's about finding common sense approaches to helping those in need. It's about bringing together what each of us does best and recognizing that each of us has something important and unique to contribute. Every effort moves us closer to our goal of a hunger-free America where everyone has the opportunity to live a life of self-sufficiency and dignity.

Together we can!

DAN GLICKMAN

Secretary

CHAPTER 1:

So You Want To Fight Hunger: How To Use This Handbook

- ▶ Between 1995 and 1998—a period marked by the strongest U.S. economy in a generation—the number of hungry people in America did not decline significantly.
- Food Stamp Program participation has fallen five times faster than the number of people in poverty. Between 1995 and 1999, the number of people participating in the Food Stamp Program dropped 4.4 million, while the number of people in poverty fell by only 900,000.
- Charitable organizations report major increases in demands for food at food banks and feeding centers serving the hungry.
- Almost one-third of Americans eligible for food stamps do not obtain them.

These are the facts. And these facts paint a disturbing picture of hunger in America. But fighting hunger is not a hopeless cause. By bringing together the resources of Federal nutrition programs and private anti-hunger efforts with those of local and community organizations, hunger in the United States can be eradicated.

This handbook, **Together We Can!**, offers step-by-step plans for combating hunger, whether as an individual volunteer, a member of a community organization, or an experienced anti-hunger advocate. It outlines volunteer opportunities within existing Federal nutrition programs, provides action plans for specific anti-hunger activities, and catalogs resources available to fight hunger at the community, State, and national levels.

This chapter outlines the resources you will find in the pages ahead:

CHAPTER 2 describes USDA's Federal nutrition programs, and it explains how grassroots groups can play a critical role in improving the effectiveness of these programs at the local level.

CHAPTER 3 provides a variety of action plans for specific anti-hunger activities. These activities are varied in both time commitment and complexity.

CHAPTER 4 is designed to inspire local organizations that are ready to do more than provide food for the hungry. This chapter provides examples of organizations that are attacking hunger at its source—poverty—by combining food service programs with nontraditional and multi-faceted antihunger programs such as health care, child care services, and job training.

CHAPTER 5 provides additional resources, including a media plan, "Good Samaritan" law information, and useful names and phone numbers.

Thank you for reading **Together We Can!** We hope that you will find useful information on every page of this handbook. And we hope you are ready to use this information to take your first step in joining USDA and thousands of caring people like yourself who believe we must all work to ensure that no child, no family, no individual goes hungry in this land of plenty.

CHAPTER 2:

What They Do and Why They Need You: USDA's Food and Nutrition Programs

he U.S. Department of Agriculture's Food and Nutrition Programs are this Nation's first and most powerful line of defense against hunger. They are helping about one in six people in America every day. And because these programs have the resources of the Federal Government behind them, they can reach further and wider than any local program or individual alone.

By working with these programs, you are putting the entire force of the Federal Government to work. More importantly, you can customize your efforts to the very personal needs of the hungry in your community. You know where the pockets of hunger are in your own home town. You know your town's economic needs and its culture. You understand your local customs and history. Either as an individual or as a member of a volunteer organization, you can use this knowledge to help catch those who are not easily reached by our national nutrition safety net alone.

Individuals

Right now, individuals are working with USDA's food and nutrition programs to:

- ▶ Show participants how to safely store and handle foods.
- ▶ Teach participants how to cook healthful meals and to best use USDA commodities.
- ▶ Help participants and applicants fill out forms and translate for those who do not speak or write English.
- Provide transportation.
- ▶ Help out with children in the office and at food distribution sites.

Organizations

Organizations are also working with these programs to ensure that their communities are making the very best use of all available resources. Local community groups, religious organizations, even independent businesses can be found performing activities such as:

- Donating free space for food storage and distribution.
- Establishing food distribution sites accessible to seniors and other individuals or families in need.
- Operating a Summer Food Service Program site in a low-income area.

Everyone Has a Role

Even those who do not have the time to work directly or consistently with a program can take on very important volunteer work. It is critical that the American public be educated—educated about the resources available and the roles they play in keeping this Nation one of the healthiest and least hungry in the world. An education project is one of the simplest, and yet most often overlooked ways to help. Educating the public helps our programs reach more people and is as simple as:

- Writing and distributing articles for print and electronic media.
- Creating posters and pamphlets that can help local agencies in education efforts.
- ▶ Talking to friends and family members.

Of course, the very first step is to educate yourself. The list below gives a brief overview of all the food and nutrition programs within USDA that are available to assist eligible individuals in their time of need. If you find yourself thinking, "I didn't know this much help was available," you have just taken that very first step toward helping USDA help Americans in need.

Our National Food and Nutrition Programs

The Food Stamp Program (FSP)

The Food Stamp Program is the cornerstone of the USDA nutrition assistance programs. It provides electronic benefits or coupons that can be exchanged for food at qualified retail food stores. This translates into supporting millions of families going through rough times until they can stand on their own again. Thanks to food stamps, millions of families are able to support themselves and maintain their health and dignity until they can once again become self-sufficient.

Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) and the WIC Farmers' Market Nutrition Program (FMNP)

The Special Supplemental Nutrition Program for Women, Infants, and Children is a very long name for a program built on a very simple idea: by helping pregnant women and mothers and their very young children, the Federal Government can improve nutrition and health, and reduce health care costs. And it works. For every dollar taxpayers invest in WIC, they save about \$3 in future medical costs.

On any given day in WIC clinics around the country, participants receive healthcare services, referrals for themselves and their children, and learn about nutrition and food safety. They then apply these lessons after receiving vouchers to redeem in their local authorized food stores for healthful, nutritious food.

Just seven years old, the WIC Farmers' Market Nutrition Program is one of the newest nutrition assistance programs, and is quickly becoming one of the most popular. In those areas with an FMNP, in addition to receiving their food vouchers, WIC moms and expectant moms also receive coupons for fresh fruits and vegetables from local farmers' markets. The program gives WIC families access to fresh fruits and vegetables they might not find in their local grocery stores and at the same time supports local farmers by giving them additional outlets for their fresh produce.

The National School Lunch Program (NSLP) and School Breakfast Program (SBP)

One nutrition program that almost every American has participated in is the National School Lunch Program. USDA is working hard so that our next generation can say the same about the School Breakfast Program. These two programs provide children of all income levels with the nutritious meals they require to learn better and grow healthier. Every school day, more than 26 million children in 96,000 schools are eating USDA school lunches, and 6.9 million children in 68,000 schools are eating USDA school breakfasts. Meals are required to meet national nutrition and safety standards.

Summer Food Service Program (SFSP)

In many communities SFSP serves free meals to children in low-income areas during the long summer months, as well as at other times when schools are not in session. In addition to feeding children, these sites also provide activities and educational opportunities during those times when too many children are left unsupervised. Sponsors of approved summer feeding sites include religious institutions, local governments, school districts, residential summer camps, and community facilities. More than 2 million children a year are served through this program.

Child and Adult Care Food Program (CACFP)

In addition to children 12 and under, CACFP also serves the elderly and disabled adults in need. Programs can be found in child care and outside-school-hours care centers, family and group day care homes, homeless shelters, and some adult day care centers. CACFP also provides free snacks to children under 18 who participate in after-school activities in low-income areas. More than 2.6 million children and 58,000 adults are served through CACFP.

Commodity Supplemental Food Program (CSFP)

Similar to WIC, CSFP is a food distribution program that serves low-income pregnant, post-partum, and breastfeeding women, infants, and children. It differs from WIC in that it serves children until their 6th rather than 5th birthdays, postpartum women up to a year after giving birth rather than for only 6 months as in WIC, and, unlike WIC, it serves the elderly. Another major difference is that CSFP provides a complete package of nutritious foods rather than food vouchers as in WIC. It is also not a national program; it is available as an alternative to WIC at local sites in 18 States and on two Indian reservations.

The Emergency Food Assistance Program (TEFAP)

TEFAP provides USDA commodity foods to all 50 States for distribution to needy households. TEFAP reaches out to those who need help when they need it most. By providing foods to nonprofit organizations such as food banks, food pantries, and hot meal programs, TEFAP also serves as a doorway to other government services for those who have the most trouble accessing them, such as the homeless, elderly, and mentally ill.

Food Distribution Program on Indian Reservations (FDPIR)

FDPIR is one of USDA's finest examples of tailoring a program to best serve its clients. This program provides a package of foods to low-income families who live on Indian reservations and to Native American families who live near reservations. Many Native Americans participate in FDPIR as an alternative to the Food Stamp Program because they do not have easy access to food stores. In addition, FDPIR worked with Indian tribal councils and others so the commodity packages would better meet their taste preferences and dietary needs. Distributed commodities include a wide variety of nutritious, wholesome foods, many of which have reduced levels of fat and sugar.

Nutrition Program for the Elderly

The Nutrition Program for the Elderly reimburses senior centers and programs that provide meals to the homes of senior citizens in need.

Cooperative State Research, Education, and Extension Service (CSREES)

In cooperation with its partners and customers, CSREES' purpose is to improve economic, environmental, and social conditions in the United States and globally. These conditions include improved agricultural and other economic enterprises; safer, cleaner water, food, and air; enhanced stewardship and management of natural resources; healthier, more responsible, and more productive individuals, families, and communities; and a stable, secure, diverse, and affordable national food supply.

CSREES works in partnership with the public and private sectors to maximize the effectiveness of limited resources. CSREES research, extension, and educational leadership is provided through programs

in plant and animal production, protection, and processing; natural resources and environment; rural economic and social development; families, 4-H, and nutrition; partnerships; competitive research grants and awards management; science and education resources development; and communications and technology.

The agency develops research and education programs in cooperation with its partners, using advanced research and educational technologies that empower people and communities to solve problems and improve their lives. The CSREES partnership with land-grant universities and their representatives is critical to effective and shared planning, delivery, and accountability for research, higher education, and extension programs.

CHAPTER 3:

Filling the Hunger Gaps: All Kinds of Projects for All Kinds of People

ere are several projects, all designed to help people who are hungry or at risk of hunger. Each one will help you and your neighbors learn more about the hunger within your own community. These projects are arranged from the easiest to the most challenging. All require a certain amount of cooperation and varying commitments of time and energy, so read the requirements carefully and consult some of the listed resources to determine if this project is appropriate for you or your organization.



WHAT: Support Nutrition Education

Why

Americans are learning more about the importance of nutrition and physical activity in their overall health. Their nutrition information comes from a variety of sources and some of the information is inaccurate and misleading. In addition, hungry individuals or those at risk of hunger have far fewer resources available to them, so their nutritional choices are that much more critical to their health. Individuals trained in nutrition, such as nutritionists, dietitians and home economists, teach effective decision-making regarding food, nutrition, and physical activity. These professionals often need volunteers to hold nutrition classes and events.

How

- □ Contact local USDA programs such as the Food Stamp Program and the Supplemental Nutrition Program for Women, Infants and Children (WIC) to volunteer to help with their nutrition education classes and events.
- □ Contact your County Extension office and the Expanded Food and Nutrition Education Program (EFNEP) to provide program support.
- □ Contact local schools and offer to help with the nutrition-related activities.

Tips

- Always work with a nutritionist, dietitian, or other professional who has had nutrition training and who can help you determine the best use of your skills.
- Prior to any event, read the nutrition education materials that will be used.
- Be enthusiastic and make nutrition fun for the participants.
- Encourage your school to participate in USDA's nutrition education program, Team Nutrition.
- Encourage your school and other community groups to sponsor or participate in nutrition events.
- Volunteer to help identify needs in the community and to coordinate an event.
- ▶ Help promote USDA programs and the nutrition education activities USDA sponsors.

- ▶ Encourage neighbors, friends, and organizations to get involved in supporting the nutrition education activities of USDA programs.
- ▶ Help the nutrition educators develop support within the community, including working with farmers to participate in activities, and gathering prizes for nutrition games, food for tasting demonstrations, seeds for a garden project, etc.
- Be flexible in accepting assignments and be willing to help with room set-up and clean-up at the end of classes and events.
- Offer to greet participants, help with registration, and make participants feel comfortable.
- ▶ Help with food preparation if it is part of the event.
- Use community or government sources of nutrition information to learn more about nutrition

Your Role

You can be a catalyst in getting a program, organization, or school to sponsor a nutrition class or event. For instance, you can go to a local school and work with the food service director and teachers to determine what the nutrition education needs are. You could help coordinate an activity such as organizing a nutrition fair, bringing a chef into the school for a demonstration, or even setting up a series of activities. You could also assist in getting others in the community to contribute time, materials, and expertise.

The local chapters of organizations such as the American Heart Association, the American Dietetic Association, National Parent and Teachers Association, and the NCI/5 A Day Program, as well as local farmers or supermarkets, could be asked to participate in a nutrition fair. You could encourage parents to participate in the promotion activities, presentations, and the organization of the event.

Need More Help?

- ▶ USDA's Food and Nutrition Service: www.fns.usda.gov
- USDA's "Team Nutrition" nutrition education initiative: www.fns.usda.gov/tn
- ▶ USDA's School Meals Programs: schoolmeals.nal.usda.gov:8001
- ▶ USDA's Center for Nutrition Policy and Promotion: www.usda.gov/cnpp
- ▶ USDA's Cooperative State Research, Education, and Extension Service: www.reeusda.gov

WHAT: "Adopt" an Elderly Person or Shut-In

Why

Within your community, there are elderly people and persons with disabilities who are either unable or reluctant to leave their homes. As a result, their ability to meet their nutritional needs—and their health—may suffer. Befriending and helping someone in this type of situation is an activity that you can do on your own, and that will benefit both of you.

This activity requires little or no experience. It does require a regular commitment of time.

How

- □ Contact organizations within your community that can direct you to someone who needs help, such as a local senior center, social services agency, house of worship, area agency on aging, or a municipal government information center.
- ☐ Another way to get to know and to help some of the elderly or shut-in people in the community would be to volunteer to deliver meals for a local home-delivered-meals program. This is usually done for a couple of hours during the middle of the day or on a weekend, and can be done on as many days of the week as you are available.
- ☐ You may already know someone in your neighborhood in need of assistance, and you may wish to help directly. Have someone who already knows the person introduce you. Explain that you are available to help. Be sensitive to the fact that the person may at first be reluctant to accept help.
- ☐ Some of the things you can do to help the person include:
 - Help the person apply for food stamps and serve as an authorized representative.
 - Arrange to have Meals on Wheels delivered to the person.
 - ▶ Help get the person involved in a program where meals are available through the Child and Adult Care Food Program or find additional resources through the Eldercare Locator, both listed below.
 - ▶ Volunteer to shop for groceries.
 - Occasionally prepare a nutritionally balanced meal for the person.
 - Alert family or social services professionals to health, nutrition, housing, or other problems that might need to be addressed.

Need More Help?

- ▶ Child and Adult Care Food Program: www.fns.usda.gov/cnd/Care/Default.htm
- ▶ Eldercare Locator, (800) 677-1116 or www.aoa.dhhs.gov/elderpage/locator.html

WHAT: Hold a Food Drive

Why

A food drive is a great community activity for any volunteer organization, or for the experienced organization that would like to increase community participation during times of decreased contributions, such as after the holidays.

This activity requires little or no experience. It is a perfect once-a-year activity for service organizations, community groups, or even private offices.

How

At 4-6 Weeks

- ☐ Establish a small committee to plan and coordinate the food drive. Select an overall coordinator and team leaders for individual tasks.
- □ Schedule a training session for the food drive volunteers. Provide them with a brief list of key times, dates, and responsibilities, as well as contact names and phone numbers. Responsibilities may include:
 - ▶ Setting up collection site(s).
 - Collecting food at predetermined intervals.
 - Assembling donations for the participating food banks.
 - Delivering donations to the food banks.
 - Distributing the food drive flyer throughout the community at supermarkets, places of worship, libraries, schools, etc.
- □ Contact local food banks or other food distribution facilities to confirm their interest in accepting the collected foods, as well as any guidelines or restrictions. Set a tentative delivery date.
- ☐ Develop a timetable for carrying out the food drive.
- □ Contact organizations that may be interested in serving as collection sites, such as schools, local businesses, religious organizations, or grocery stores.
- □ Develop a one-page flyer describing the activity. Reproduce the flyer for distribution. Also develop a list of suggested foods for contribution.
- □ Call potential collection sites and ask for their participation. Track responses as they are received.
- □ Determine where the central food storage site will be. It must be large enough to hold all the food collected during the 2 weeks of the food drive, and to accommodate volunteers who will assemble the food for distribution once the food drive is over.
- ☐ Develop a media plan.

At 2 Weeks ☐ Contact local businesses and civic groups to request additional assistance, such as transporting the food to the food bank, displaying flyers, or notifying their employees of the upcoming event. Obtain their commitment in writing.
☐ Design a flyer to advertise the food drive that includes the list of foods suitable for donation.
 At 1-2 Weeks □ Contact participating food banks to reconfirm the date and procedure for delivering the food donations.
Day Before□ Call volunteers to remind them of the start of the food drive, and of their responsibilitie throughout the 2 weeks of the food drive.
\square Set up the food collection site(s).
During the 2-Week Food Drive ☐ Collect food donations daily.
\Box Deliver donations to a central storage area or directly to the designated food bank(s).
Day Before Assembling Food Donations ☐ Set up registration and information tables at the entrance.
☐ Set up tables to separate foods by food group.
☐ Set up assembly area. Have bags available for assembling the contributions.
☐ If necessary, place posters or banners in the building so volunteers can find the location
☐ Prepare area with chairs where volunteers can relax. Have snacks on hand.
Day of Assembling Food Donations ☐ Welcome volunteers as they arrive, and lead them to their predetermined workstations.
☐ Have a team leader guide each volunteer team in its assigned duties. Teams will be
 needed to: Bring food donations from the storage area to the assembly area. Divide the assembled food by food groups. Bag the foods so each bag will contain a variety or follow participating food banks' guidelines. Load the food bags into vehicles for transportation to pre-designated food banks.
□ Clean up.

Follow Up

☐ Write a thank-you note to all volunteers. You may wish to include information on how much food was raised or plans for additional food drives.

Tips

- First-time organizers will want to keep the food drive as simple as possible. You may wish to have only one or two collection sites, and one or two collection days.
- ▶ Work with your selected food bank or food distribution agency to develop a one-page "wish list" of the kinds of food the agency would prefer, as well as those it does not, e.g., cans, yes; soft boxes and bags, no.

Need More Help?

- Media plan, p. 32.
- ▶ Golden Harvest: www.goldenharvest.org/How_You_Can_Help/Food_Drive.htm

WHAT: Hold a 5-Mile Walkathon

Why

A fun activity for any type of organization interested in raising community awareness about hunger, either as a one-time or annual event. It is also a great way to promote how nutrition and exercise can improve health.

While experience is not required, it is preferred. This activity is labor intensive.

How	At 4-6 Weeks ☐ Establish a coordination committee and select a coordinator.
	☐ Contact local running groups, exercise newsletters, and gyms to assure that the event doesn't overlap with another walking or running event.
	☐ Develop a tentative plan and course route.
	☐ Contact City Hall and the local police to obtain all necessary permits and requirements. Adjust the plan and course if necessary.
	☐ Contact local businesses, civic groups, and community agencies to sponsor the event by providing financial donations, supplies, or services.
	☐ Invite a local celebrity, politician, educator, or other locally known figure to serve as honorary chair.
	□ Develop and distribute promotional materials (flyers, press releases, etc.) to advertise the event and to recruit "walkers" and volunteers to staff the event (sign in walkers, distribute water, etc.) Contact local radio, television, newspapers, local businesses, volunteer organizations, places of worship, community centers, etc.
	☐ Have a contingency plan in case of bad weather.
	At 2 Weeks ☐ Continue volunteer walker recruitment efforts.
	☐ Assign specific tasks to those volunteers who will be staffing the event.
	☐ Collect all supplies, and complete all necessary paperwork for rental materials.
	Day Before □ Call all staffing volunteers to remind them of the time and place of their assignments.
	☐ Remind local media of the event.

 Day of the Activity □ Set up route markers and tables, chairs, water dispensers, paper cups, and trash bags along the walk route and at the finish line.
☐ Set up registration tables and chairs and put up banners to designate the central registration. Put up decorations. Distribute registration forms, pens, and cash boxes.
☐ Have volunteers staffing the event arrive well in advance. Assist them to their stations and brief them on their duties.
☐ Have a "volunteer walkers welcome." Have the Honorary Event Chair briefly review the purpose of the event, the Walkathon course, and the location of water and rest stations
□ Clean up.
☐ Before volunteers leave, request that they fill out a feedback sheet to provide comments on the day's activities and recommendations for improving future events.
Follow Up ☐ Write a thank-you note to all volunteers. You may wish to include information on how much food was raised or plans for additional food drives.
☐ Tally up the proceeds and deliver the funds to the organization you have selected. You may wish to announce the results to the press.

Supplies

- Tables
- Chairs
- Water and large water dispensers
- Portable toilets
- Paper cups
- Decorations (balloons, streamers, banners, etc.)
 Registration forms
- Pencils, pens, magic markers, staplers, tape
 Hammers and nails
- Cash boxes and petty cash
- First aid kit
- ▶ Signs to mark the route
- Trash bags

Tips

- Designing a route that begins and ends at the same spot will require fewer supplies and volunteers than having different sites for the start and finish.
- Walkathons are rarely big moneymakers. However, they are invaluable as education and promotional tools. Be sure to consider this when planning the activity.

Need More Help?

Media plan, p. 32.

WHAT: Organize a Gleaning Event

Why

By collecting fruits and vegetables left in fields, gardens, and orchards after the harvest, gleaning volunteers add variety and freshness to the diets of those in need, as well as increase awareness about agriculture, food production, hunger, and sharing. This is an advanced event that requires close coordination among organizers, farmers, food banks, and volunteers. This is truly a community activity.

This activity is labor intensive, and is therefore much better suited to be a regular project rather than a one-time event.

How

At 4 Weeks

- ☐ Establish a committee to plan and coordinate the activity. Select a coordinator.
- □ Identify and list by name and phone number those local farmers and gardeners who may be interested in participating. Contact them and ask those interested to determine an appropriate date for the event. Provide them with copies of applicable "Good Samaritan" laws. Be prepared to discuss the activity details, the necessary training of volunteer gleaners, and the benefits of the activity for those in need, the farming community, and the community as a whole. Obtain their written permission to have their excess produce gleaned, and have them sign a standard release form. Make a master list of all participating farmers and gardeners.
- □ Develop an activity schedule. Establish a date. Determine the scope of the activity so that recruitment and promotion efforts match the scope of the actual gleaning project.
- ☐ Make copies of the State and Federal "Good Samaritan" laws to give to farmers and gardeners who will be asked to participate in the gleaning event. This information can be found at your local library, as well as county or area Extension offices.
- □ Contact local food banks to determine if they would like to receive the gleaned produce, and if so, any guidelines for the delivery of the produce.
- □ Contact local businesses and civic groups and request their participation in the activity. Help will be needed with transportation of the produce to the food banks, as well as providing harvesting tools, refreshments, portable toilets, etc.
- □ Develop a publicity plan. Determine if publicity to recruit gleaning volunteers, as well as to inform and educate the public, is necessary.
- □ Begin advertising the gleaning activity. Prepare and distribute flyers, radio announcements, and press releases. Include dates, times, locations, purpose, and a contact name and phone number. Depending on the composition of your community, expand outreach by translating materials into additional languages.
- ☐ Schedule a training session for your volunteers.

 □ Decide if gleaners will keep any of the food they harvest. This is often done when the sponsoring organization works directly with those in need and invites them to join as gleaners for the event. At 1 Week □ Prepare a volunteers fact sheet, including the time and place of the gleaning activity, directions to the sites, and basic tips on appropriate clothing (consider comfort, safety, etc.), safe hand-harvesting techniques, recommended tools, etc. □ Hold the volunteers' training session. Distribute tip sheets, confirm that all volunteers have signed standard release forms and discuss transportation arrangements and contin gency plans in case of bad weather. Introduce participating farmers to the volunteer gleaners, and have the farmers discuss how to harvest the produce at their site. □ Confirm delivery sites, dates, and times with participating food banks, as well as food preparation and delivery guidelines. Day Before: □ Mark areas at the gleaning site where volunteers may park. □ Prepare and put up signs showing the central meeting spot. □ Set up a spot where volunteers can get containers for collecting food, a deposit area for gleaned food, and tables and benches where volunteers can rest and get water. Day of Activity □ Have gleaners assemble at a central location at the site. Welcome the gleaners and introduce the activity coordinator and participating farmer. Review gleaning directions, safety issues, etc. Distribute harvesting tools. □ Prepare gleaned produce for distribution to participating food banks. □ Before volunteers leave, request that they fill out a feedback sheet to provide comments on the day's activities and recommendations for improving future events. Follow Up □ Write a thank-you note to all participants, including volunteers, farmers, food banks, and all who contributed supplies. Consider awarding Certificates of Appreciation. 	
Prepare a volunteers fact sheet, including the time and place of the gleaning activity, directions to the sites, and basic tips on appropriate clothing (consider comfort, safety, etc.), safe hand-harvesting techniques, recommended tools, etc. Hold the volunteers' training session. Distribute tip sheets, confirm that all volunteers have signed standard release forms and discuss transportation arrangements and contin gency plans in case of bad weather. Introduce participating farmers to the volunteer gleaners, and have the farmers discuss how to harvest the produce at their site. Confirm delivery sites, dates, and times with participating food banks, as well as food preparation and delivery guidelines. Day Before: Mark areas at the gleaning site where volunteers may park. Prepare and put up signs showing the central meeting spot. Set up a spot where volunteers can get containers for collecting food, a deposit area for gleaned food, and tables and benches where volunteers can rest and get water. Day of Activity Have gleaners assemble at a central location at the site. Welcome the gleaners and introduce the activity coordinator and participating farmer. Review gleaning directions, safety issues, etc. Distribute harvesting tools. Prepare gleaned produce for distribution to participating food banks. Before volunteers leave, request that they fill out a feedback sheet to provide comments on the day's activities and recommendations for improving future events. Follow Up Write a thank-you note to all participants, including volunteers, farmers, food banks,	sponsoring organization works directly with those in need and invites them to join as
have signed standard release forms and discuss transportation arrangements and contingency plans in case of bad weather. Introduce participating farmers to the volunteer gleaners, and have the farmers discuss how to harvest the produce at their site. Confirm delivery sites, dates, and times with participating food banks, as well as food preparation and delivery guidelines. Day Before: Mark areas at the gleaning site where volunteers may park. Prepare and put up signs showing the central meeting spot. Set up a spot where volunteers can get containers for collecting food, a deposit area for gleaned food, and tables and benches where volunteers can rest and get water. Day of Activity Have gleaners assemble at a central location at the site. Welcome the gleaners and introduce the activity coordinator and participating farmer. Review gleaning directions, safety issues, etc. Distribute harvesting tools. Prepare gleaned produce for distribution to participating food banks. Prepare gleaned produce for distribution to participating food banks. Before volunteers leave, request that they fill out a feedback sheet to provide comments on the day's activities and recommendations for improving future events. Follow Up Write a thank-you note to all participants, including volunteers, farmers, food banks,	☐ Prepare a volunteers fact sheet, including the time and place of the gleaning activity, directions to the sites, and basic tips on appropriate clothing (consider comfort, safety,
preparation and delivery guidelines. Day Before: ☐ Mark areas at the gleaning site where volunteers may park. ☐ Prepare and put up signs showing the central meeting spot. ☐ Set up a spot where volunteers can get containers for collecting food, a deposit area for gleaned food, and tables and benches where volunteers can rest and get water. Day of Activity ☐ Have gleaners assemble at a central location at the site. Welcome the gleaners and introduce the activity coordinator and participating farmer. Review gleaning directions, safety issues, etc. Distribute harvesting tools. ☐ Prepare gleaned produce for distribution to participating food banks. ☐ Before volunteers leave, request that they fill out a feedback sheet to provide comments on the day's activities and recommendations for improving future events. Follow Up ☐ Write a thank-you note to all participants, including volunteers, farmers, food banks,	have signed standard release forms and discuss transportation arrangements and contingency plans in case of bad weather. Introduce participating farmers to the volunteer
 □ Mark areas at the gleaning site where volunteers may park. □ Prepare and put up signs showing the central meeting spot. □ Set up a spot where volunteers can get containers for collecting food, a deposit area for gleaned food, and tables and benches where volunteers can rest and get water. Day of Activity □ Have gleaners assemble at a central location at the site. Welcome the gleaners and introduce the activity coordinator and participating farmer. Review gleaning directions, safety issues, etc. Distribute harvesting tools. □ Prepare gleaned produce for distribution to participating food banks. □ Before volunteers leave, request that they fill out a feedback sheet to provide comments on the day's activities and recommendations for improving future events. Follow Up □ Write a thank-you note to all participants, including volunteers, farmers, food banks, 	
 □ Set up a spot where volunteers can get containers for collecting food, a deposit area for gleaned food, and tables and benches where volunteers can rest and get water. Day of Activity □ Have gleaners assemble at a central location at the site. Welcome the gleaners and introduce the activity coordinator and participating farmer. Review gleaning directions, safety issues, etc. Distribute harvesting tools. □ Prepare gleaned produce for distribution to participating food banks. □ Before volunteers leave, request that they fill out a feedback sheet to provide comments on the day's activities and recommendations for improving future events. Follow Up □ Write a thank-you note to all participants, including volunteers, farmers, food banks, 	
Day of Activity ☐ Have gleaners assemble at a central location at the site. Welcome the gleaners and introduce the activity coordinator and participating farmer. Review gleaning directions, safety issues, etc. Distribute harvesting tools. ☐ Prepare gleaned produce for distribution to participating food banks. ☐ Before volunteers leave, request that they fill out a feedback sheet to provide comments on the day's activities and recommendations for improving future events. Follow Up ☐ Write a thank-you note to all participants, including volunteers, farmers, food banks,	☐ Prepare and put up signs showing the central meeting spot.
 □ Have gleaners assemble at a central location at the site. Welcome the gleaners and introduce the activity coordinator and participating farmer. Review gleaning directions, safety issues, etc. Distribute harvesting tools. □ Prepare gleaned produce for distribution to participating food banks. □ Before volunteers leave, request that they fill out a feedback sheet to provide comments on the day's activities and recommendations for improving future events. Follow Up □ Write a thank-you note to all participants, including volunteers, farmers, food banks, 	
 □ Before volunteers leave, request that they fill out a feedback sheet to provide comments on the day's activities and recommendations for improving future events. Follow Up □ Write a thank-you note to all participants, including volunteers, farmers, food banks, 	☐ Have gleaners assemble at a central location at the site. Welcome the gleaners and introduce the activity coordinator and participating farmer. Review gleaning directions,
on the day's activities and recommendations for improving future events. Follow Up Write a thank-you note to all participants, including volunteers, farmers, food banks,	☐ Prepare gleaned produce for distribution to participating food banks.
☐ Write a thank-you note to all participants, including volunteers, farmers, food banks,	
	☐ Write a thank-you note to all participants, including volunteers, farmers, food banks,

Supplies

- ▶ Containers for collecting food, i.e., sturdy bags or boxes
- ▶ Harvesting tools, such as knives, hoes, and pruning shears
- Poster board or sturdy paper
- ▶ Felt-tip pens, scissors, tape, hammer, and nails
- Large garbage bags
- ▶ Tables, benches
- Paper cups, water
- Portable toilets
- First aid kit

Tips

- While this activity is very rewarding, the logistics can be complicated. It is strongly recommended that you work with a pre-existing gleaning project before attempting your own.
- This is a labor-intensive activity that will vary greatly depending on local agriculture. When planning, take advantage of local resources, and especially of USDA's gleaning website.
- Confirm participation of food banks well in advance. Not all food banks have the facilities to accept fresh produce.
- ▶ Consider preparing directions on how to prepare the produce, as well as a nutritional summary of its benefits. Many recipients have limited access to fresh fruits and vegetables. Work with participating food banks to develop a useful handout.
- Remember to photograph the event. Pictures can be provided to local newspapers, printed in an organizational newsletter, or used to recruit volunteers next year.
- ▶ Load and deliver gleaned produce.
- Clean up. Leave the area as clean as you found it.

Need More Help?

- Media plan, p. 32.
- "Good Samaritan Food Act," p. 33.
- ▶ USDA's gleaning and food recovery information: (800) GLEAN-IT, www.usda.gov/fcs/glean.htm
- ▶ Senior Gleaners: (619) 429-9110
- Society of St. Andrew: (804) 299-5956

WHAT: Grow a Community Garden

Why

Start your own community garden project and contribute the harvest to local food banks, or work with the residents of an area in need to grow, harvest, and enjoy their own freshgrown produce. This on-going activity will improve participants' diets and add to their nutritional knowledge.

This activity does not require experience, but it does require organization and cooperation, as well as an intensive time commitment.

How

☐ Join a pre-existing community garden by calling the American Community Garden Association or your local USDA Cooperative Extension Service office.

Or

- ☐ Identify and recruit interested volunteers.
- □ Select a site that ideally gets at least 6 hours of sunshine a day, is located near a water source, and has proper drainage.
- □ Determine the size of the garden. A suitable harvest can be collected from a 4-foot-square plot per person. A plot larger than 10 square feet is not recommended.
- ☐ Plan the garden before planting. Consult with your local nursery or nursery section of a hardware store to select the best seeds for your site.
- □ Draw a scale "floor plan" of the garden to determine how many rows there will be, how many plants, and where the different varieties will be located.
- □ Purchase tools or ask local businesses to contribute them to the project. Necessary tools include long-handled shovels, gardening spades, spading forks, hoes, and rakes. Other useful tools include three-pronged hand cultivators, a hose, and watering cans.
- ☐ Prepare the soil. Once the soil is dry enough, loosen the soil and remove grass and weeds.
- ☐ Once the soil is cleared, dig as deeply as the blade of the spade and turn the soil.
- □ Add organic material such as compost, manure, or peat moss. This helps feed the plants and enrich the soil. Spread evenly on top of the turned soil in a layer no deeper than 3 inches.
- □ Blend everything using a spading fork, until the soil is so soft that planting can be done with the hands.
- ☐ Rake the soil until it is smooth and level.

- ☐ Purchase seeds or seedlings and plant according to the directions. Remember to use waterproof marker stakes to identify what has been planted.
- ☐ Visit the garden daily. Make sure the garden is properly watered, weeded, and fertilized.

Tips

- ▶ Your local library is a great source for information on growing specific plants, and a great nutrition education tool.
- Yard sales are a great way to save on the cost of tools.
- ▶ USDA's Natural Resources Conservation Service offers a wide range of technical resources. www.nrcs.usda.gov/

Model

The San Francisco League of Urban Gardeners (SLUG) has built crop-scale urban gardens on abandoned lots adjacent to public housing developments, and runs youth job-training and employment programs at each of the sites. The purpose of this project is to establish sustainable and measurable community food security for the public housing residents. This project brings together the food production and employment efforts at the public housing gardens with the revenue-generating

efforts of SLUG's community-based enterprises. Young people plant, harvest, and distribute fresh organic produce to the families of the neighboring development. Project staff carry out detailed community surveys, develop growing plans for each garden site, assist the youth department in expanding program capacity and cohesiveness, build food systems coalitions, and support the development of SLUG food-related enterprises.

Need More Help?

- ▶ Cooperative State Research, Education, and Extension Service: www.reeusda.gov/crgam/cfp/community.htm
- ▶ American Community Garden Association: (860) 523-4276
- America the Beautiful: (202) 638-1649, www.america-the-beautiful.org/home.html
- Natural Resources Conservation Service Technical Resources: www.nrcs.usda.gov/TechRes.html

WHAT: Bring the Summer Food Service Program to Needy Children in Your Community

Why

The Summer Food Service Program provides nutritious meals to children in low-income areas when school is out and kids do not have access to meals served through the National School Lunch Program. And, because there is a strong link between learning and nutrition—studies have shown that kids who are not hungry learn more effectively, are sick less often, and behave better—you will be giving hungry kids in your community a chance to learn, thrive and be healthy, all summer long!

Extensive volunteer experience preferred. Very time-intensive.

How

- □ Contact your State agency (usually the State education agency) to learn all you can about the SFSP—the application process, sponsor and site eligibility requirements, reimbursement rates, and required paperwork.
- ☐ Are there significant numbers of children who receive free and reduced-price lunches during the school year who do not have access to meals during the summer? Work with your State agency, community leaders, and anti-hunger advocates to determine where the need for the program is in your community.
- □ Identify potential sponsors of the program and educate them about the need for, and the benefits of, the SFSP for children. Potential sponsors include schools, local government agencies, and nonprofit community organizations. SFSP sponsors must be strong managers in order to properly staff meal service sites, train staff in program operations, monitor sites, manage the food service, and complete the required paperwork.
- □ Work with community leaders to identify potential sites that could be used for serving meals. Consider schools, recreation buildings, and local parks.
- ☐ Help your sponsor determine the best way to provide meals at the site(s). If there is equipment for food service preparation, consider if it is viable to prepare the meals on site. If not, contact your local school food service or other food vendors.
- □ Publicize the location of the meal service site(s). Distribute information to children and parents before summer vacation through the schools, local newspapers, radio stations, etc.
- □ Enlist other supportive adults, such as parents and retirees, as volunteers to help with the meal service and to provide educational and enrichment activities at the site(s).

Tips

- ▶ Start early. A successful SFSP requires extensive planning and community support.
- ▶ Contact your local or State-level anti-hunger advocates to enlist their support and advice on successful methods and potential roadblocks to bringing the SFSP to your community.
- Attend community meetings and events to distribute information and promote participation in the SFSP.
- Make appointments with local community leaders (e.g., the mayor, school board, police chief, director of parks and recreation) to inform them about SFSP.
- Ask local businesses and community agencies to donate their time and expertise to provide fun activities for children at the meal site(s).

Model

The 1998 SFSP Summer Sunshine Award national winner in the category of Child Development Activities was the Vinita Public Schools for their 9 weeks of *Food, Sun, and Fun* SFSP Program. They achieved success by combining nutritious meals with fun activities for kids.

Vinita Public Schools built a partnership with the Craig County 4-H and the Craig County Department of Human Services. Together, they provided the children with educational and enrichment activities, and taught life skills. Their creative activities included courses in personal safety, first aid, cultural diversity, career week, and wildlife education.

Need More Help?

▶ USDA's Child Nutrition Division: www.fns.usda.gov/cnd

CHAPTER 4:

What Next? Putting It All Together

Tes, there is a place for every person—for every level of ability, for every level of commitment— as we work together to end hunger.

There is also a place—a need—for diversity and creativity in our efforts. Around the country, small organizations are showing the way. These innovative groups are taking a multi-pronged approach to feeding the hungry. They are bringing a variety of efforts together under one roof.

Yes, they are feeding the hungry, but they are also attacking the underlying and long-term cause of hunger—poverty. They are providing job training, counseling, employment, health care, and other resources. The list is as long as the needs of the hungry. Other groups are working with at-risk individuals to prevent the symptom of hunger from ever occurring.

It is hoped that the following models will provide inspiration to those who would like to increase or improve the help they are providing to the hungry within their own communities. We encourage you to learn from these models and adapt and personalize them to the needs of your community and the level of your own experience.

The Bridge

2001 W. Northern Avenue #110 Phoenix, AZ 85021

Goal

The purpose of the Southwest Leadership Foundation's The Bridge is to promote and encourage the spiritual, emotional, and physical well-being of children, young adults, and families in need.

Work

The Southwest Leadership Foundation develops and supports programs designed to bring hope and longterm stability to homeless families. It provides safe and healthy living environments for abandoned and abused children and educational, spiritual, and employment opportunities for adolescents and adults. The Bridge seeks to free families from welfare by helping them to build responsible, productive, self-sufficient lives. The Bridge builds bridges between homeless families and the community by mobilizing churches and civic groups to provide money and volunteers to support families in decent apartment housing while they undergo the counseling and training needed to rebuild their lives. In a significant variation on most transitional housing programs, The Bridge prefers not to segregate families in a housing facility away from the community. In an attempt to "mainstream" families, apartments are sought in a large, middle-income apartment complex in a residential neighborhood where they are not singled out as "special" or "different." This cooperative transitional housing program provides the stabilized environment from which homeless families can thrive. Another model focuses intense social-work efforts on the children as well as the parents in order to permanently break the cycle of poverty.

The Bridge is a "recovery from homelessness" program that helps families discover the root causes of their situation and assists them in changing self-defeating behaviors.

Programs Offered

Help for the Homeless, Children, Transitional Housing, Family Support

Hosea House

2635 Gravois St. Louis, MO 63118

Goal

Hosea House is an interfaith agency that provides direct service to needy families and individuals in South St. Louis. The agency offers assistance in times of need, programs to improve the quality of life, and opportunities to break out of the cycle of poverty.

Work

For almost 20 years, Hosea House has worked against hunger and poverty in St. Louis. Hosea House started as a small food pantry serving the needs of a few and has grown to a large, multifaceted organization that serves 1,000 to 4,000 people each month. Hosea House provides a wide spectrum of services and programs in addition to feeding the hungry, such as the Client Assistance Program, Education Program, and Employment Program.

Programs Offered

Help for the Homeless, Food Distribution, Hunger, Community Organization, Farming, Job Training, Peer Counseling, Education

DC Central Kitchen

425 2nd Street, NW Washington, DC 20001

Goal

DC Central Kitchen (DCCK) collects the surplus food of caterers, restaurants, hotels, and other food service businesses to feed hungry children and adults at area shelters and feeding programs located throughout the Washington metropolitan area. The organization also works with the business community to train homeless men and women in basic food preparation skills to prepare them for employment in the food service industry.

Work

While on the surface resembling the widespread and primarily charitable "restaurant gleaning" agencies that collect unused but palatable food from restaurants and hotels and redistribute it to hot meal programs and food pantries, DC Central Kitchen adds a model touch that boasts of self-reliance: It staffs its busy commercial kitchen with homeless people, who work and learn and then move on to full-time jobs in the restaurant industry. Without question, DC Central Kitchen is one of the Nation's best perishable food recovery programs. Two key innovative elements evident in the work of DC Central Kitchen are: 1) rather than simply taking whatever is available from donors and delivering it straight to hot meal programs, DCCK brings donations back to its kitchen, where each day's offerings are re-assembled into whole, balanced meals and

only then delivered to recipient agencies; and 2) rather than relying on church and civic volunteers (although it does use them) DCCK identifies and hires homeless, jobless people to work in its kitchen, putting them through a focused 12-week curriculum, developed in conjunction with Cornell University's School of Hotel Management, and qualifies them for entry-level jobs in the food service industry.

Programs Offered

Perishable Food Recovery, Restaurant Gleaning, Help for the Homeless, Jobs, Job Training

Sisters of the Road Café

133 NW 6th Avenue Portland, OR 97209

Goal

Sisters of the Road Café exists to alleviate hunger and provide support and guidance to homeless individuals to help them identify the roots of their homelessness and poverty and permanently move them from poverty to self-sufficiency.

Work

Sisters of the Road Café is a nonprofit restaurant located in Portland's Old Town/China Town neighborhood, an area that historically and currently includes hundreds of low-income and homeless residents. In the '70's, Sandy Grooch and Genevieve Nelson were working with women on the streets of this neighborhood and discovered that all the women had experienced violence and that none of them felt safe anywhere, not even in a women's restroom. They opened their café with three goals they derived from their work with the women in the

neighborhood: 1) to be a safe public place for everyone, especially women and children; 2) to offer nourishing meals at little cost or in exchange for labor; and 3) to offer job training and work experience to neighborhood residents.

Programs Offered

Restaurant, Help for the Homeless, Food, Hunger, Job Training, Children, Women, Emergency Assistance, Counseling

Isles, Inc.

10 Wood St. Trenton, NJ 08618

Goal

Isles addresses immediate challenges, such as hunger, homelessness, underemployment, and environmental decay, using long-term strategies that promote self-reliance and community empowerment. It builds upon existing assets while creating wealth in distressed communities. It broadens its impact by developing easily replicated programs, assessing other community groups and institutions, and improving community-related public policy.

Work

Isles was established back in 1981 with a strong commitment to community and environmental development in the city of Trenton. The organization acquires run-down buildings and rehabilitates them in order to provide affordable housing to hundreds of people in need. Isles' programs recognize the interdependence of physical, economic, health, and social development in communities. Its goal is to promote family and community self-sufficiency in sustainable neighborhoods.

Isles' philosophy of helping people help themselves is evident in all its endeavors. One example is the continued involvement with the Capital Area Food Security Council. The group, which Isles helped found, welcomes all participating groups to take direct action in identifying and recommending ways to the government and other groups to improve food delivery. Another form of empowerment is the Garden Advisory Board of the Urban Gardening and Land Recovery Program. Each garden site sends one representative to the board to participate in program-related discussions and city-wide projects.

A natural outgrowth of the Community Garden Program is the new Community Farm Project funded by USDA. The goals of the new project focus on increasing the supply of fresh produce available to low- and moderate-income Trenton residents, improving the accessibility to the produce, and offering a training and entrepreneurial opportunity to youth and adults through the creation of the farm and satellite farmstands within Trenton neighborhoods.

Programs Offered

Community Outreach/Urban Economic Development, Affordable Housing, Youth Job Training, Environmental Education

From the Ground Up

Capital Area Community Food Bank 645 Taylor Street NE Washington, DC 20017

Goal

From the Ground Up is dedicated to providing low-income residents with affordable, fresh produce and reconnecting consumers with the land through an environmentally and economically sound agricultural model.

Work

Founded by a joint effort of The Chesapeake Bay Foundation and the Capital Area Community Food Bank, and recently merged with the Chesapeake Community Supported Agriculture Program, From the Ground Up is a community-based farm project working to integrate the issues of sustainable agriculture, community empowerment and secure food systems. From the Ground Up has grown from a project that raised and distributed 5,000 pounds of vegetables in its first year, to a multifaceted program in 1996 that distributed over 73,000 pounds of produce through farm stands, buying cooperatives, and a supporting share program with nearly 200 shareholders. From the Ground Up distributes onehalf of its vegetable production to low-income residents while using the other half to create a stable funding base for the program. Using environmentally sensitive practices, the vegetables are grown on a farm 3 miles from Washington, DC, where people from all socioeconomic backgrounds gather.

Programs Offered

Self-Sustaining Community-Based Farm Project

Food Rescue and Gleaning: A Sample of Innovative Programs

Washington Area Gleaning Network (WAGN)

PO Box 9871, Alexandria VA 22304

This model gleaning network enlists volunteers and organizations to pick from farmers' fields for donation to nonprofit groups. Low-income volunteers can also keep a portion of their harvest.

Friendship Donations Network

110 Rachel Carson Way, Ithaca, NY 14850

FDN produces and distributes a handbook on how to start up and sustain a successful volunteer food rescue program. It also helps feed approximately 4,000 families a week in upstate New York.

Senior Gleaners, Inc.

3185 Longview Dr., North Highlands, CA 95660

This all-volunteer, completely privately funded organization has 1,800 senior citizen members who donate their time, money, and transportation to help feed the hungry in northern California.

California Emergency Foodlink

8350 Fruitridge Rd, Sacramento, CA 95829

This organization stores donated produce in a Sacramento Army Depot and distributes more than 35 million pounds of food throughout rural northern California counties. California Emergency Foodlink's job training programs generate income that funds food distribution work. It hires homeless people, providing them with paid job training and benefits.

Community Action Agency of Franklin County's Cooperative Gleaning Program

89 West Main St., PO Box 270, Malone, NY 12953

This community action agency coordinates a grassroots effort to supply food and nutrition education for local needy families. It relies on a volunteer work force, in cooperation with state, county, and private agencies. Inmates from the New York Department of Corrections assist by growing, gleaning, processing, freezing, and storing produce. This program has been replicated in several States.

Farm Share, Inc.

300 N. Krome Avenue, Florida City, FL 33034

Farm Share operates the only charitable packing-house in the Eastern United States and distributes donated food at no charge to agencies and individuals. It emphasizes nutrition education. Farm Share keeps administrative costs low by using volunteer workers and collaborating with Florida State agencies.

South Plains Food Bank

461Z Locust Avenue, Lubbock, TX 79404

This food bank goes beyond just providing food. It sponsors programs that teach literacy, provide support for homeless people, create jobs and train people to fill them, and convert perishable produce at a \$7 million dehydration plant into light, portable, and easy-to-prepare products. These products are distributed nationwide.

Upper Sand Mountain Parish

PO Box 267, Sylvania, AL 35988

Started over 20 years ago as an emergency services cooperative, this group has established Alabama's largest gleaning operation—the "Gardens of Plenty"—that provides seeds and fertilizer to poor individuals, a cannery to preserve gleaned food, and a program that builds inexpensive solar houses for poor families.

CHAPTER 5:

Resources

Media Plan

Know Your Media

- ▶ Collect basic information on who's who in the media, including radio, TV, and daily, weekly, and monthly newspapers.
- Use your local public library as a media resource. Check out the News Media Yellow Book available in most libraries.
- Identify key opinion-makers, especially columnists and editors of small newspapers.
- Read the paper, watch and listen to the news. Who covers the kind of stories you're telling?

Build a Relationship With the Media

- ▶ Enlist the help of your organization's leadership and local civic leaders in contacting the media. Use their contacts!
- ▶ Be sure to contact weekly and monthly publications well in advance of an event.
- Provide background material on your organization and projects, offer background interviews.
- Designate a specific spokesperson to talk to the media.
- ▶ Be consistent. Repeat one simple and clear message over and over again.
- Ask your key community supporters to write letters to the editor or Op/Ed articles.

The Media Advisory

- Describe your event in the first paragraph of your media advisory, then list Who, What, Where, and When. Include website information.
- Always include one or more contacts for more information.
- ▶ Send the media advisory to the media for arrival 1-2 days before the event. Send background information with the advisory.

- Contact and get on the Associated Press and Reuters Daybooks.
- Always follow up with phone calls, especially the morning of the event.
- ▶ Be creative!

The News Release

- "News" means new.
- Again, answer Who, What, Where, and When.
- Include relevant, active, and "on-message" quotes from your organization's leaders—and from members too!
- Distribute the news release at your event, or to the news media on the day of your announcement.
- Have background information (brochures, bios, etc.) on hand to supplement the news release.

Event Day

- Schedule your event for mid to late morning.
- Schedule a pre-event breakfast for the media to meet with and talk to members of your organization and civic supporters.
- Designate a photographer. Offer photos to print reporters in attendance.
- Ask the news media to sign in with their names, organizations, phone and fax numbers.
- Arrange interviews.
- Follow up.
- Provide news release, background information, and photos to media unable to attend.
- Collect newspaper clippings, note TV and radio coverage.
- It's always a good idea to call or write to say "thank you."

The Emerson Good Samaritan Act, Summarized

To encourage donations of food to nonprofit organizations such as homeless shelters, hot meal programs, and religious organizations for distribution to the needy, President Clinton signed the Bill Emerson Good Samaritan Food Donation Act into law in 1996. This law gives uniform national protection to citizens, businesses, and nonprofit organizations that act in good faith to donate, recover, and distribute excess food.

The Act promotes food recovery and gleaning by limiting donors' liability to instances of gross negli-

gence or intentional misconduct. Under the Act, volunteers, nonprofit organizations, and businesses are not subject to civil or criminal liabilities for claims that arise from the nature, age, packaging, or condition of apparently wholesome or fit grocery products that they received as donations.

Although the Bill Emerson Good Samaritan Food Donation Act takes precedence over the various State forms of "Good Samaritan" laws, it may not entirely replace them. State "Good Samaritan" laws still may provide protection for donors and gleaners above and beyond that which is guaranteed by Federal law.

Need More Heip?

- ▶ Full text of the Act: www.usda.gov/news/pubs/gleaning/appc.htm
- Dictations for State Good Samaritan Laws: www.usda.gov/news/pubs/gleaning/appd.htm

Names and Numbers

USDA Resources

Center for Nutrition Policy and Promotion (202) 418-2312 www.usda.gov/cnpp/

Cooperative State Research, Education, and Extension Service

www.reeusda.gov/food_security/foodshp.htm

Farm Service Agency

(202) 690-4727 www.fsa.usda.gov/pas/default.asp

Food and Nutrition Information Center

301-504-5719 www.nal.usda.gov/fnic/

Food and Nutrition Service

(703) 305-2063

www.fns.usda.gov/fncs/

- Northeast Regional Office: CT, ME, MA, NH, NY, RI, VT (617) 565-6370
- Mid-Atlantic Regional Office: DE, DC, MD, NJ, PA, PR, VA, VI, WV (609) 259-5025
- Southeast Regional Office: AL, FL, GA, KY, MS, NC, SC, TN (404) 562-1800
- Midwest Regional Office: IL, IN, MI, MN, OH, WI (312) 353-6664
- ▶ Southwest Regional Office: AR, LA, NM, OK, TX (214) 290-9800
- Mountain Plains Regional Office: CO, IA, KS, MO, NB, ND, SD, UT, WY (303) 844-0300
- Western Regional Office: AK, AZ, CA, HI, ID, NV, OR, WA (415) 705-1310
- Food Stamp Hotline (800) 221-5689

Food Safety and Inspection Service (202) 720-7943

www.usda.gov/agency/fsis/

Gleaning and Food Recovery

(800) GLEAN-IT www.usda.gov/fcs/glean.htm

National Hunger Clearinghouse World Hunger Year

(800) GLEAN-IT www.worldhungeryear.org/nhc

Natural Resources Conservation Service

(202) 720-3210 www.nrcs.usda.gov/

"Team Nutrition" Nutrition Education Initiative

www.fns.usda.gov/tn

USDA Community Food Security Initiative

(202) 720-5746

www.reeusda.gov/food_security/foodshp.htm

Other Resources

America the Beautiful

(202) 638-1649 www.america-the-beautiful.org/home.html

Bread for the World

(301) 608-2400 www.bread.org

CDC National Prevention Information Network

(800) 458-5231 www.cdcnpin.org

Center on Hunger, Poverty and Nutrition Policy

Tufts University School of Nutrition Science and Policy (617) 627-3956

The Chef & The Child Foundation

The American Culinary Federation (904) 824-4468 www.thomson.com/partners/acf/ccf.html

Community Food Security Coalition

(310) 822-5410 www.foodsecurity.org

Department of Health and Human Services Eldercare Locator

(800) 677-1116 www.aoa.dhhs.gov/elderpage/locator.html

Department of Health and Human Services Healthfinder

www.aoa.dhhs.gov/elderpage/locator.html

Foodchain: The National Food-Rescue Network

(800) 845-3008 www.foodchain.org

Food Research and Action Center

(202) 986-2200 www.frac.org

Hunger Homepage

Michigan State University Extension www.msue.msu.edu/fnh/hunger/

Hunger Web

www.brown.edu/Departments/ World_Hunger_Program/

Institutte for Family Living

(301) 587-2795 www.radix.net/~ifl/

Interagency Council on the Homeless

(202) 708-1480

National Alliance to End Homelessness

(202) 638-1526

National Coalition for the Homeless

(202) 737-6444

National Hunger Clearinghouse

www.worldhungeryear.org/nhc/

National Resource Center on Homelessness and Mental Illness

Policy Research Associates, Inc. (800) 444-7415 www.prainc.com/nrc

Second Harvest

(312) 263-2303 www.secondharvest.org

Share Our Strength

(202) 393-2925 www.strength.org/

Society of St. Andrew

(804) 299-5956

UN Food and Agriculture Organization

www.fao.org/

World Hunger Year (WHY)

(800) 5-HUNGRY (212) 629-8850; www.foodsecurity.com

